

## A Study on Impact of Youtuber's Influence on Consumer Buying Behaviour in Coimbatore District

P. Mayilrajan<sup>1,2\*</sup>, R. Moses Daniel<sup>1\*</sup>

### Abstract

Prime growth of digital media, specifically YouTube, has brought a standard shift in the way patrons make purchasing choices. Youtuber's, with their great and keen followings, have become substantial influencers in the consumer decision-making process. This research focus to analyse the impact of Youtuber's on the buying behaviour of customers in Coimbatore district, targeting on how influencers structure consumer preferences, stimulate product awareness, and create purchasing habits. The study apply a amalgamation of surveys and interviews combined data on consumer attitudes and responses to YouTube contented. Observing from this research will contribute pay to understand the evolving role of digital influencers in modifying consumer behaviour, specifically in the context of a tier-2 city like Coimbatore. Data will be collected from surveys, interviews, and analysis of consumer engagement with Youtuber's from Coimbatore, focusing on key product categories such as electronics, fashion, beauty, and lifestyle. The research will also consider factors such as trust in the content and Respondent of engagement with Youtuber's.

**Keywords:** Youtuber's, Consumer Behaviour, Social Media Influencers.

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**Author Affiliation:** <sup>1</sup>Nehru College of Management, Coimbatore - 641105, Tamil Nadu, India. <sup>2</sup>Department of MBA, Shri Nehru Maha Vidyalaya Collage of Arts and Science, Coimbatore - 641050, Tamil Nadu, India.

**Corresponding Author:** <sup>1,2</sup> P. Mayilrajan, <sup>1</sup> R. Moses Daniel, <sup>1</sup> Nehru College of Management, Coimbatore - 641105, Tamil Nadu, India. <sup>2</sup>Department of MBA, Shri Nehru Maha Vidyalaya Collage of Arts and Science, Coimbatore - 641050, Tamil Nadu, India.

**Email:** pamayil@gmail.com, moosedaniel@nehrucolleges.com

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### 1. Introduction of the Study

Social media platforms have completely changed how customers engage with brands, goods and services in the current digital era. YouTube has become a powerful influence on customer purchasing decisions among various platforms. YouTube is a strong platform for content creators, also referred to as Youtuber's, to engage viewers with a variety of content, including product reviews, unboxing, tutorials and endorsements. The corridor has over two billion monthly active users. The persistence of this study is to explore how Youtuber's affect customer purchase behaviour by inspecting how their influence touch consumer preferences, trust, and choices. Conservative advertising techniques have changed as influencer marketing has grown in admiration. Instead of outdated ads, consumers now

place superior belief in recommendations, reviews, and influencers' experiences. Youtuber's have become more reliable in the eyes celebrity endorsements, Youtuber's regularly create enduring bonds with their viewers, which promote trustworthiness and faith. This modification in marketing has forced companies to work with Youtuber's to professionally market their goods and services. A multifaceted psychological process, consumer purchasing behaviour is impacted by numerous internal and external influences. Whether a customer will buy a product that a YouTuber commends depends deeply on social evidence, apparent genuineness, and emotional ties. As far as numerous studies, viewers are more tending to trust Youtuber's who offer objective, open commentary than those who only participate in muddy, remunerated advertising. A consumer's

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decision-making process can be importantly influenced by the consultant and reputation of Youtuber's, particularly in fields like gaming, fashion, beauty, and technology. Moreover, influencers and their viewers can interconnect in both directions because to YouTube's interactive landscapes. In order to substitute a feeling of community, viewers can post their own experiences, ask enquiries, and look for answers in the comment areas. The influence of Youtuber's have over their followers' purchasing decisions is further strengthened by this interaction. Moreover, advertisers can more easily target demographics over influencer relationships to YouTube's algorithm, which encourages tailored content based on user preferences. summary the above to a single passage.

## 2. Need for the study

As traditional advertising loses effectiveness, consumers are increasingly turning to social media influencers particularly YouTubers for product information and brand discovery. YouTube has become a vital platform where influencers serve as reliable sources, formatting consumer behaviour. This study subject to assist businesses realize how YouTubers impact purchasing decisions, enabling more operative marketing strategies based on influencer reliability and audience attachment. It also helps patrons in making informed choices and donates to academic research by discovering the evolving role of influencers in digital marketing.

## 3. Review of Literature

Many literature proceedings originate that influencers enhance brand faith and buying decisions, especially among younger consumers. Several studies, including (Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. 2023), accentuate Impact of social media influencers on customer engagement and purchase intention showing high receptiveness to influencer marketing. (Kaur, A., & Thakur, P. 2021) emphasized Determinants of Tier 2 Indian consumer's online shopping attitude: (Chauhan, J., Chawla, S., Gupta, N., & Sharma, S. 2025) express Social Media and Online Communities: Investigating the Role in Understanding Consumer Behaviour, (Guled, A., & Rajkumar, C. 2026) shows Social media influencer marketing and consumer behaviour and Dr.Monica singh, Keerthi Luthra Anju chouhan described a detail study on "Influence of Social Media Influencers on Consumer Buying Behavior". Further, studies by (Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. 2023) reveal that YouTubers are more effective than outmoded

advertisements in influencing decisions. (Yadav, A., Mohan, H., Mansoori, M. V., & Yadav, R. 2025) described Evaluating the Effectiveness of YouTube Influencer Reviews Videos on Consumer Purchase Intentions for Mobile Phones. Other studies, such as those by (Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. 2023) confirm the significance of trust, engagement, and content credibility in restructuring consumer preferences etc. (Mohan kumar, Rohit Yadav, Sushma & Mohit yadav 2025) presented Investigating the influence of digital and social media marketing on university brand equity which explored the dynamic influencing attributes of digital marketing.

## 4. Objectives of the study

- To study the impact of youtuber's influence on consumer behaviour, concentrating on how their content, purchasing verdict, brand comparison and loyalty among the spectators.
- To know the anticipation of consumer towards YouTube influence in serving their product purchase.
- To inspect their level of trust worthiness and reliability.
- To familiarize about the brand association effects
- To explore the influence of youtuber's associated to others marketing channels on consumer behaviour.

## 5. Limitation of the study

- The study aims specifically on YouTube, excluding other stimulating platforms like Facebook, Instagram, and TikTok, which limits the generalizability of the findings.
- Trusts on self-reported data from interviews and surveys, which may be predisposed by social desirability partiality and not fully reflect actual behaviour.
- The study focuses a specific demographic, dropping its applicability to older age groups or diverse cultural contexts.
- Quick changes in social media and digital marketing trends may quickly render the findings outmoded.
- The developing nature of influencer marketing may lead to new consumer behaviour patterns beyond the scope of the present study.

## 6. Research Methodology

This study particularly covers a descriptive research design to explore perceptions of work-life balance and the influence of YouTubers on consumer buying behaviour in the Coimbatore district, targeting

on understanding routines, challenges, and managing strategies without altering variables. Primary data was collected through questionnaires from individuals influenced by YouTubers, while secondary data was collected from published and unpublished sources to support the literature review and background. The sampling method used is snowball sampling, a non-probability technique suitable for accessing hard-to-reach populations, where early respondents refer others meeting the study criteria. The sample design follows this snowball approach to ensure relevance and reach, and the sample size consists of 116 respondents influenced by YouTubers in their

purchase decisions. For data analysis, SPSS version 16 was utilized, employing simple percentage analysis, Chi-square test, and One-way ANOVA as the significant analytical tools.

**7. Data Analysis and Interpretation**

The gathered data was edited, coded, and tabulated for further analysis SPSS 16 version as used for the data analysis.

- Simple percentage analysis
- Chi-square test
- One-way ANOVA

**Table 1: Respondents profile and Opinion on Youtuber’s**

S. No.	Variable	Category	Number of Respondents	Percentage (%)
1.	Age of the respondents	Less than 20 years	45	38.7
		21 - 30	54	46.5
		31 - 40	11	9.6
		41 - 50	6	5.20
2	Gender	Male	73	62.9
		Female	43	37.1
3.	Education Qualification	UG	60	51.73
		HSC	2	1.72
		PG	40	34.48
		Professional	14	12.07
4	Influencer authenticity	Yes	59	50.86
		No	57	49.14
5	Personal experience sharing by influencers	Yes	58	50.0
		No	58	50.0
6	Personalized content by YouTubers	Yes	59	50.86
		No	57	49.14
7	Trust in influencer content	Yes	58	50.0
		No	58	50.0
8	Trust risk in YouTuber endorsements	Yes	59	50.86
		No	57	49.14
9	YouTuber niche relevance	Strongly agree	20	17.24
		Agree	27	23.27
		Neutral	21	18.12
		Disagree	19	16.37
		Strongly disagree	29	25.00
10	Genuine product endorsements	Strongly agree	17	14.6
		Agree	34	29.3
		Neutral	18	15.5
		Disagree	14	12.20
		Strongly disagree	33	28.4

11	Brand perception through Influencer	Strongly agree	20	17.2
		Agree	27	23.2
		Neutral	21	18.3
		Disagree	19	16.3
		Strongly disagree	29	25.0
12	Discount-based influencer collaboration	Strongly agree	17	14.6
		Agree	34	29.3
		Neutral	18	15.5
		Disagree	14	12.20
		Strongly disagree	33	28.4
13	Popularity-driven endorsement trust	Strongly agree	20	17.2
		Agree	27	23.2
		Neutral	21	18.3
		Disagree	19	16.3
		Strongly disagree	29	25.0
14	YouTuber content personalization	Highly satisfied	16	13.7
		Satisfied	31	27.00
		Neutral	9	7.75
		Dissatisfied	24	20.12
		Highly dis satisfied	36	31.43
15	Satisfaction with influencer reliability	Highly satisfied	16	13.7
		Satisfied	31	27.00
		Neutral	9	7.75
		Dissatisfied	24	20.12
		Highly dissatisfied	36	31.43
16	Influencer community satisfaction	Highly satisfied	19	14.3
		Satisfied	40	30.1
		Neutral	10	7.5
		Dissatisfied	12	9.0
		Highly dissatisfied	35	26.0
17	Usefulness of YouTube product reviews	Highly satisfied	16	13.7
		Satisfied	31	27.00
		Neutral	9	7.75
		Dissatisfied	24	20.12
		Highly dissatisfied	36	31.43
18	YouTube influencer effect on buying behaviour	Highly satisfied	19	14.3
		Satisfied	40	30.1
		Neutral	10	7.5
		Dissatisfied	12	9.0
		Highly dissatisfied	35	26.0

Most respondents (46.5%) are between 21–30 years old, and 62.9% are male. A significant portion (50.86%) believe that YouTubers provide honest and unbiased reviews, while an equal number of respondents feel that YouTubers share personal, genuine experiences and offer consistent quality content. However, 25% strongly disagree that collaborations feel more convincing when brands align with a YouTuber’s niche. Similarly, 29.3% agree that sponsored content feels more genuine when YouTubers share personal experiences, while 25% strongly disagree that such collaborations improve brand perception. Regarding promotional content, 29.3% agree that brand collaborations offering discounts or promotions by YouTubers are effective. Meanwhile, 25% strongly disagree that a YouTuber’s popularity makes them more trustworthy. Content relevance also appears to be an issue, with 31.43% strongly disagreeing that the content matches their interests. Trustworthiness is another concern, as 31.43%

are highly dissatisfied with the trustworthiness of YouTubers’ product recommendations. On a more positive note, 30.1% are satisfied with the community built around YouTubers’ channels, and the same percentage are satisfied with YouTubers’ overall influence on their buying behaviour. However, 31.43% are highly dissatisfied with the usefulness of product reviews shared by YouTubers.

**8. Chi-square test**

Analyzing the Relationship between monthly income of respondents & their quality level of satisfaction in Havells.

**H0:** There is no significant relationship between Age and Youtuber’s provide honest and unbiased reviews.

**H1:** There is a significant relationship between Age and Youtuber’s provide honest and unbiased reviews.

**Table 2: Cross Tabulation**

		Do you believe the Youtuber’s provides honest and unbiased reviews?		Total
		Yes	No	
AGE	15	1	0	1
	18	4	3	7
	19	10	8	18
	20	13	17	30
	21	3	3	6
	22	4	4	8
	24	3	2	5
	25	5	2	7
	26	3	1	4
	29	2	2	4
	30	5	3	8
	31	1	1	2
	33	1	0	1
	35	3	3	6
	36	0	1	1
	40	0	3	3
	42	0	1	1
	45	1	3	4
Total	59	57	116	

**Table 2.1: Chi-square Test  
Relationship between Age and Youtuber’s Providing Honest and Unbiased Reviews**

Chi-Square Test	Author(s)	Purpose	Key Finding
Pearson Chi-Square	11.853	17	0.809
Likelihood Ratio	14.699	17	0.617
Linear-by-Linear Association	1.814	1	0.178
No of Valid Cases	116		

As the p value is 0.809 is higher than the level of significance 0.05, therefore we fail to reject the null hypothesis so there is no significant difference

between AGE & Youtuber’s provide honest and unbiased reviews.

**One-Way ANOVA**

**Relationship between Age and Whether Youtuber’s Understand Needs and Preferences**

Source of Variation	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Between Groups	89.141	1	89.141	1.827	0.179
Within Groups	5562.747	114	48.796		
Total	5651.888	115			

**Relationship between Age and Youtuber’s Popularity Making Respondents Trust Brand Endorsements**

Source of Variation	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Between Groups	490.813	4	122.703	2.639	0.038
Within Groups	5161.075	111	46.496		
Total	5651.888	115			

**Relationship between Age and Satisfaction with Quality of Content Provided by Youtuber**

Source of Variation	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Between Groups	519.451	4	129.863	2.809	0.029
Within Groups	5132.437	111	46.238		
Total	5651.888	115			

For all tests, the p-value is greater than 0.05, except for the second and third tests, where the p-values are 0.038 and 0.029, respectively. This indicates a significant relationship between Age and Youtuber’s popularity making respondents trust brand endorsements. Satisfaction with the quality of content provided by Youtuber.

**9. Findings**

The simple percentage analysis shows that most respondents (46.5%) are aged 21–30 and 62.9% are male. A majority (50.86%) believe YouTubers provide honest and unbiased reviews, with equal responses supporting their genuine experiences and consistent content quality. However, 25% strongly disagree that

brand alignment enhances credibility, and 31.43% strongly disagree about content relevance and trustworthiness. While 29.3% agree that sponsored content feels genuine when personal experiences are shared, 30.1% express satisfaction with the YouTuber's community and overall influence on buying behaviour. At the same time, 31.43% are highly dissatisfied with product review usefulness. The Chi-square and ANOVA tests reveal no statistically significant relationship between age and variables such as trust, content relevance, brand alignment, or content quality, as all p-values exceeded the 0.05 significance level.

### 10. Suggestions

Collaborate with Youtuber's who align with brand values and have an engaged audience. Prioritize micro-influencers who have high engagement rates over mega-celebrities. Encourage transparency in product endorsements to maintain consumer trust. Focus on authenticity and honest product reviews to build long-term audience loyalty. Engage with followers through interactive content, Q&A sessions, and real-time feedback. Use storytelling techniques to create emotional connections with viewers. Critically evaluate YouTube endorsements and check for potential biases. Diversify sources of information before making purchase decisions. Be aware of marketing strategies used by Youtuber's and brands to influence perceptions.

### 11. Conclusion

Brands should collaborate with YouTubers who align with their values and have highly engaged audiences, especially micro-influencers who often yield better engagement than mega-celebrities. Emphasizing transparency in endorsements, authenticity, and honest product reviews helps build consumer trust and long-term loyalty. Interactive content, such as Q&A sessions and real-time feedback, along with storytelling techniques, can foster emotional connections with viewers. At the same time, consumers should critically evaluate endorsements, be aware of potential biases and marketing tactics, and seek diverse information sources before making purchase decisions.

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